

## Press Release

### **Arumai Board Approves Phase 1 Review for Private OTT CDN for Licensees.**

San Francisco, Cal., October 17, 2017/PRNewswire-FirstCall/ -- Arumai Technologies, Inc., the only leading, independent, pure-play OTT products and solutions company, sees Board approval for Phase 1 Review for Private OTT CDN for Licensees.

Chairman & CEO, P. Stephen Lamont, stated “Private CDNs have historically not been for the faint of heart and are typically the more cost-effective choice only for the largest of content providers. The Phase 1 Review is an extension of Arumai’s Cloud-Based Transcoding and Streaming System for Media Companies.” Lamont continued by stating “Typically, in exchange for a commitment of 20% of their library, media companies can upload or stream their content to the system where it is transcoded and defensively protected by Arumai’s U.S. Patent Application 09/587,730 and streamed to the CDN by Arumai’s proprietary Streaming Video Protocol defensively protected by its U.S. 09/587,026 that has the earliest priority date of any streaming video patent in existence today.” Expected uploads or streaming of content may be equal to approximately 6,250 PB of feature films and TV shows and therein lies the rationale.” Content is protected by Arumai’s deep network Arumai NADE™ which hands off to Microsoft PlayReady at the network’s edge which hands back to Arumai LVES™ for learning across all devices on the home network.” Still further, Lamont revealed “Arumai-NADE™ and Arumai-LVES™ are novel top layer and bottom layer to an all inclusive digital rights management system, that provides enhanced protection for communication over publicly accessible channels and is based on AI – expert system, knowledge base, neural network, and genetic algorithms.

The private OTT CDN will be backstopped by Amazon CloudFront and utilize Edgware’s TV CDN architecture. Lamont explained “this extension of the Transcoding and Streaming System is part of Arumai’s commitment to deliver millions of content streams to mobile phones, tablets/laptops/PC's, game consoles, and HDTV's in every market in the world on behalf of content owners, service providers, and OEM's”

Lamont closed by stating “Arumai has always been about something much more important than patents, products, or money. It’s about values. We value originality and innovation and pour our lives into making the best products on earth, and we do this to delight our customers. I am very proud of the support that each team member has supplied. Starting at the delivery of the Private OTT CDN, values will win and I hope the whole world listens.”